



USING *Loving Support*[®] TO MANAGE
PEER COUNSELING
P R O G R A M S

Title: WIC Breastfeeding Peer Counselor

General Description:

A WIC Breastfeeding Peer Counselor is a paraprofessional support person who gives basic breastfeeding information and encouragement to WIC pregnant and breastfeeding mothers.

Qualifications:

- Has breastfed at least one baby for 6 months (does not have to be currently breastfeeding).
- Is enthusiastic about breastfeeding, and wants to help other mothers enjoy a positive experience.
- Can work at least 10 hours a week.
- Can be present in WIC clinic 2 hours a week at a minimum.
- Is willing to make and/ or receive phone calls from home.
- Has reliable transportation.
- Has some flexibility in week day schedule (not fully employed outside of WIC).
- Preference given to current or previous WIC clients.

Training

- Attends required breastfeeding peer counselor class (a 16-hour competency-based course).
- Attends a minimum of 4 hours of breastfeeding training annually.
- Observes other peer counselors, WIC nutritionists or lactation consultants helping mother's breastfeed.

Supervision:

The peer counselor is supervised by the Local Agency Breastfeeding Coordinator (unless approved by the State Breastfeeding Coordinator).

Specific Duties:

The WIC Peer Counselor:

1. Counsels WIC pregnant and breastfeeding mothers (this can be via telephone, email, group settings and in WIC clinic).
2. Must be in local agency WIC clinic at least once weekly for 2 hours per week (more if assigned).
3. Receives a caseload of WIC clients and makes routine periodic contacts with all clients assigned.

MAINE CDC WIC BREASTFEEDING PEER COUNSELOR

Job Description

4. Gives basic evidence based breastfeeding information and support to mothers, including telling them about the benefits of breastfeeding, overcoming common barriers, and getting a good start with breastfeeding. She also helps mothers prevent and handle common breastfeeding concerns.
5. Is available outside usual 8 to 5 working hours to mothers who are having breastfeeding problems.
6. Respects each client by keeping her information strictly confidential.
7. Keeps accurate records of all contacts made with WIC clients.
8. Refers mothers, according to clinic-established protocols, to the:
 - WIC nutritionist or breastfeeding coordinator.
 - Lactation consultant.
 - Hospital at which mother delivered
 - The mother's physician or nurse.
 - Public health programs in the community.
 - Social service agencies.
 - La Leche League
9. Attends and assists with prenatal classes and breastfeeding support groups as needed.
10. Is encouraged to attend staff meetings and breastfeeding conferences/workshops as appropriate.
11. Reads assigned materials on breastfeeding that are provided by the supervisor.
12. May assist WIC staff in promoting breastfeeding peer counseling through special projects and duties as assigned.

I understand the above job responsibilities, and agree to perform these duties as assigned.

WIC Breastfeeding Peer Counselor

Date